

Carlos Lucero

Design Engineer | MSc in AI at DTU

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PROFILE

MSc student in Artificial Intelligence at DTU (Human-Computer Interaction track), with a background as a Design Engineer and Product Builder. I have led product, design, and AI initiatives across startups, media, and education — from co-founding a B2B SaaS with paying customers to designing core products for a media company reaching 300K+ users. Looking to contribute as a student employee to a Danish team building at the intersection of AI, HCI, and product.

EXPERIENCE

Founder — Scandinavia Studio

Jun 2024 – Present

Copenhagen, Denmark · Hybrid · Design Engineering Studio · Small team (2-5)

Independent studio delivering end-to-end design, development, AI, and product strategy. Partner with early-stage startups and established companies on confidential engagements, translating ambiguous problems into shipped digital products.

Adjunct Professor — Universidad Adolfo Ibáñez (UAI)

Mar 2023 – Present

Remote from Copenhagen (Santiago, Chile) · Higher Education · Private University · 1,000+ employees

Faculty member at the MA in Innovation & Design, teaching UX, CX, XR, AI, and No-Code while supervising HCI and thesis projects. Currently establishing the school's Intelligent Experience Center, a research lab focused on applied AI and intelligent user experiences.

Design Engineer — The Defiant

Aug 2023 – Jul 2024

Remote (New York, US) · Full-time · Web3 Media · Independent newsroom · <20 employees

Independent DeFi newsroom trusted by 300K+ investors worldwide. Led the end-to-end design of a new core product (DeFi Terminal) integrating dynamic feed, AI, and crypto asset dashboards. Conducted competitive benchmarking and user research to define product direction, delivering a complete design ready for engineering handoff.

Product Designer — Conomy

Sep 2022 – Aug 2023

Santiago, Chile · Full-time · Fintech · Early-stage startup · <10 employees

Personal finance app aiming to democratise and simplify finance through a single platform. Sole product designer leading research, UX, and UI across the product, with a focus on redesigning the onboarding flow to significantly improve user activation and conversion.

Co-Founder — Loken

Aug 2021 – Sep 2022

Santiago, Chile · Full-time · B2B SaaS · Pre-seed startup · 3 co-founders

Web app automating B2B procurement between SMEs. Co-founded the company leading product, design, and go to market, taking the platform from concept to paying customers. Backed by Start-Up Chile and recognized as G100 Disruptive Innovation Finalist, UDD/Banco de Chile Entrepreneurial Impact Finalist, and Best Thesis Project at UAI.

Product Associate (Internship) — Digevo

Mar 2021 – May 2021

Santiago, Chile · Technology Consulting · AI-focused firm

AI-driven business transformation consultancy. Supported product and UX initiatives through user research, behavior analysis, and proposing experience improvements in close coordination with the development team.

EDUCATION

MSc in Artificial Intelligence — Technical University of Denmark (DTU) Feb 2026 – Present
Lyngby, Denmark · Human-Computer Interaction track

Machine Learning Specialization — DeepLearning.AI Aug 2025
Online · Professional certificate

Double Major in Design & Business Engineering — Universidad Adolfo Ibáñez (UAI) Mar 2016 – Aug 2022
Santiago, Chile · Specialization in Innovation & Entrepreneurship · Highest grade in the cohort for the degree project

Business & General English (C1) — ILAC, Vancouver Dec 2019 – Feb 2020
International Language Academy of Canada

SKILLS

Product Design, UX Research, UI Design, Interaction Design, Information Architecture, Wireframing, Prototyping, Design Thinking, Figma, Adobe Creative Suite, Artificial Intelligence (AI), Machine Learning, Generative AI, Large Language Models (LLMs), Python, Data Analytics, Product Strategy, Product Management, Feature Prioritization, Forecasting, Strategic Thinking, Leadership, Communication, Teamwork, Digital Marketing.

LANGUAGES

Spanish (Native) · **English** (C1 / Fluent) · **Danish** (Learning)

VOLUNTEERING

Member — DTU Sailing May 2026 – Present

Technical Volunteer — Danish Red Cross Apr 2026 – Present

Mentor — Escuela de Negocios UAI Oct 2022 – Present

Mentor — Start-Up Chile Jul 2022 – Present

ABOUT ME

Moved to Denmark to pursue my MSc in AI at DTU and build my career here long-term. Immediately available for student positions alongside my studies.

Outside of work and studies, I enjoy traveling and exploring new cultures (30+ countries visited), spending time outdoors and in nature, and reading widely across both fiction and non-fiction.